Amendments to the Specification

Please replace the paragraph beginning at line 3 of page 6 with the following rewritten paragraph:

A search engine ~~22~~ 23 executes on the server 11 for processing queries for Web content 24, news messages 25, advertisements 26, and other content 27. Each query is meant to describe or otherwise identify information potentially retrievable via either the Web server 20 or news server 21. The information can include other information also determined to be relevant to the query. Preferably, each query provides characteristics, typically expressed as terms, including individual words and compounds. The search engine ~~22~~ 23 receives each query, identifies matching Web content 24, news messages 25, advertisements 26, and other content 27, and sends back results conforming to the query preferences. Other styles, forms or definitions of queries, query characteristics, and related metadata are feasible, as will be appreciated by one skilled in the art.

Please replace the paragraph beginning at line 14 of page 6 with the following rewritten paragraph:

The search engine ~~22~~ 23 preferably identifies the Web content 24, news messages 25, advertisements 26, and other content 27 best matching the search query terms to provide high quality search results, such as described in S. Brin and L. Page, "The Anatomy of a Large-Scale Hypertextual Search Engine" (1998) and in U.S. Patent No. 6,285,999, issued September 4, 2001 to Page, the

disclosures of which are incorporated by reference. In
identifying matching Web content 24, news messages 25,
advertisements 26, and other content 27, the search
engine ~~22~~ <u>23</u> operates on information characteristics
describing potentially retrievable content. Note the
functionality provided by the server 20, including the
Web server 20, news server 21, advertisement server 22,
and search engine 23 could be provided by a loosely- or
tightly-coupled distributed or parallelized computing
configuration, in addition to a uniprocessing
environment.

Please replace the paragraph beginning at line 5 of
page 7 with the following rewritten paragraph:

FIGURE 2 is a functional block diagram 30 showing a
targeting and advertising creative generator 31, in
accordance with one embodiment of the invention. The
targeting and advertising creative generator 31 targets
advertisements 45 based on a query 39 received from a
user 19 and provides advertisement sets 42 as Web content
to the advertising server 22 (shown in FIGURE 1). The
advertisement sets 42 can include advertising creatives.
Each <u>of the advertisements</u> ~~advertisement~~ 45 is considered
substantially in the entirety by scoring a degree of
match between terms 40 appearing in the query 39 and
characteristics of each identified advertisement 45,
thereby eliminating the need for advertisers to supply
keywords as part of each advertisement 45. The
advertisement sets 42 are provided to the advertising
server 22 for further evaluation and potential inclusion

3

with or in lieu of the Web content 24, news messages 25, and other content 27.

Please replace the paragraph beginning at line 17 of page 7 with the following rewritten paragraph:

The targeting and advertising creative generator 31 includes storage for maintaining the advertisements 45, which are provided to the targeting and advertising creative generator as advertising excerpts ~~43~~ 46. The advertising excerpts ~~43~~ 46 include documents and excerpts of the documents specifying each of the advertisements ~~advertisement~~ 45. Each of the advertisements ~~advertisement~~ 45 is preferably structured to store advertising information and characteristics, such as further described below, by way of example, with reference to FIGURE 3. The advertising excerpts ~~43~~ 46 can also include Web content, news messages, advertisements, and other content, including the Web content 24, news messages 25, advertisements 26, and other content 27 stored by the server 11 (shown in FIGURE 1), as well as documents and excerpts from other sources.

Please replace the paragraph beginning at line 16 of page 8 with the following rewritten paragraph:

The targeting and advertising creative generator 31 include two components: targeting 34 and optional advertising creative generator 50. The targeting component 34 identifies advertisements 45 relative to the query 39 and scores the identified advertisements 45 preferably according to the degree of match between the

terms 40 and factors 41 in the query 39 and the information and characteristics specified in the identified advertisements 45. The targeting component 34 ~~include~~ includes four subcomponents: indexer 35~~,~~ scorer 36~~,~~ filter 37~~,~~ and ranker 38.

Please replace the paragraph beginning at line 6 of page 12 with the following rewritten paragraph:

The individual computer system, including the targeting and advertising creative generator 31, include general purpose, programmed digital computing devices including a central processing unit (processor 33), random access memory (memory 32), non-volatile secondary storage ~~37~~ 47, such as a hard drive or CD ROM drive, network or wireless interfaces, and peripheral devices, including user interfacing means, such as a keyboard and display. Program code, including software programs, and data is loaded into the RAM for execution and processing by the CPU and results are generated for display, output, transmittal, or storage. In particular, the advertising server 22, targeting component 34, and advertising creative generation component 50 are functionally discrete components, although the operations performed by each component could be combined within a single system or distributed over a plurality of individual systems in a multiprocessing arrangement.

Please replace the paragraph beginning at line 20 of page 12 with the following rewritten paragraph:

FIGURE 3 is a data structure diagram 60 showing, by way of example, an advertising excerpt 61 for use by the targeting and advertising creative generator 31 of FIGURE 2. In one embodiment of the invention, each advertising excerpt 61 includes an identifier 71, such as a numerical index or similar indication. The advertising excerpt 61 is preferably organized as a structured record or similar type of organization, whereby individual fields representing predefined categories of product information can be identified. By way of non-exclusive example, in one embodiment of the invention, the advertising excerpt fields include the following:

Merchant (62): Identifies the name of a merchant providing the product or service. Additional merchant-related information can be obtained by performing a lookup of a related merchant records (not shown). Alternatively, the merchant field 62 can include complete merchant information.

Name (63): Provides the name of the product or service.

URL (64): Provides a Uniform Resource Locator (URL) or similar hyperlink reference to identify on-line product or service information.

Price (65): Provides a price, range of prices, opening bid, or similar pricing information associated with the product or service.

Description (66): Specifies a description of the
product or service. Preferably, the
description field 66 is written in
complete sentences or phrases.

Category (67): Identifies the category name or
category path, if a hierarchy of
category names ~~46~~ 51 is used, to
which the advertising excerpt 61 is
most closely related.

Type (68): Provides a generic product or service
type identifier.

Classified Category (69):   Associates a classified
category name most closely matching
the product or service based on an
approximated best fit. The
classified category 69 could be
different than the assigned category
·67.

Confidence (70): Specifies the level of confidence
assigned to the classified category
69.

Other fields, types and collections of product and
service information could be provided, either in addition
to or in lieu of the forgoing, and can include metadata
as well as explicit information, as will be appreciated
by one skilled in the art.

Please replace the paragraph beginning at line 16 of
page 16 with the following rewritten paragraph:

The method ~~70~~ 110 begins by processing a query 39
(block 111). Advertisements 46 are then identified and

7

targeted (block 112), as further described below with reference to FIGURE 8, which scores, filters and ranks identified advertising results 43. An advertising creative is then obtained for one or more of the remaining advertising results 43 (block 113). The advertising creatives can be obtained from several sources. First, advertising creatives can be generated from the advertising excerpt 43, such as described above with reference to the optional advertising creative generation component 50. In a further embodiment of the invention, advertising creatives can be specified relative to an advertisement 45, either directly by including an advertising creative with the advertisement 45, or indirectly, such as through a hyperlink associated with the advertisement 45. Alternatively, the corresponding advertising excerpt 43 can include hints or predefined text, which could be used as an advertising creative. As well, advertising creatives can be precomputed or cached. Following the obtaining of advertising creatives, each advertising creative and associated fixed costs 48 and variable costs 49 are provided as advertising sets (block 114) for use by the advertising server 22 or equivalent component. The routine then terminates.